



SOCIETY FOR AMERICAN ARCHAEOLOGY

REQUEST FOR PROPOSALS

Digital Media Outreach Consultant for Publications

POSITION OVERVIEW

The [Society for American Archaeology](#) seeks a qualified contractor for the role of Digital Media Outreach Consultant to develop and manage a comprehensive digital marketing strategy promoting the SAA publications portfolio (including journals *American Antiquity*, *Latin American Antiquity*, and *Advances in Archaeological Practice*) across social media platforms.

KEY DETAILS

Contract Type: Part-Time Independent Consultant (Fully Remote). Duration: 1 Year, Renewable up to 2 years. Commitment: 4–6 hrs/week. Budget: \$15,000/year (including cost of necessary social media software).

RESPONSIBILITIES

The Digital Media Outreach Consultant will have the following responsibilities:

- Develop and execute foundational social media strategy, to include creation and publishing of 12-15 posts monthly across LinkedIn, Facebook, Instagram, Bluesky, and YouTube.
- Training SAA staff in implementing this strategy beyond the end of the contract.
- Design of inaugural Social Media Style Guide and Author Toolkits.
- Establish calendars and performance metrics for communication with and reports to SAA staff, journal editors, and SAA Executive Board.
- Closely coordinate with social media efforts of Cambridge University Press (publisher).
- Develop and launch bilingual (English–Spanish) outreach encouraging readership and scholar outreach for *Latin American Antiquity*.
- Develop and implement plans for earned media and audience development in new channels in subsequent years of contract.

QUALIFICATIONS

- Three to five years professional social media management experience (portfolio examples welcome).
- Strong writing and visual design skills and proficiency with Google Analytics and design software (e.g., Canva, Adobe Express).
- Fluency with major platforms and scheduling tools (e.g., Meta Business Suite, Buffer, Hootsuite).
- Knowledge of accessibility standards.
- Ability to collaborate with multiple stakeholders across staff and volunteer roles while working remotely.

Preferred: *Background in archaeology/anthropology or related fields. Experience with academic/Open Access journal marketing. Bilingual proficiency (English–Spanish), graphic design and video editing skills.*

PROPOSAL REQUIREMENTS (Max. 10 pages, PDF)

Please provide a cover letter plus a narrative proposal covering 1) Organizational background & qualifications; 2) Strategic approach (content philosophy, CUP coordination, key metrics); 3) Work plan with time allocation for Year 1.

In addition, a portfolio with documented results is welcome, including items that demonstrate analytics/reporting methodology and key results.

Include a detailed fee proposal (hourly, retainer, or project-based) and 2 to 3 professional reference links.

Questions about the proposal can be addressed to Mitch Allen, SAA Publications Committee Chair, mjaltamira@sbcglobal.net

EVALUATION CRITERIA

Candidates will be evaluated based on their demonstrated social media and analytics expertise (25%); relevant experience with heritage/archaeology/academic content (25%); quality and creativity of approach (20%); portfolio strength and measurable impact (15%); bilingual and/or multicultural capability (15%); and cost-effectiveness (10%).

SUBMISSION INSTRUCTIONS

Please email PDF proposals to: Dawn_Jimenez@saa.org

Subject line: *Social Media Consultant Proposal – [Your Organization/Name]*

Deadline: July 20, 2026

Anticipated Start Date: April 2027